

I claim:

1. A writing instrument comprising:

a generally tubular body disposed about a longitudinal axis between proximal and distal end regions;

an ink cartridge structure having a writing tip at its longitudinally distal end for controllably dispensing a writing medium during writing;

means for imparting reciprocal longitudinal movement to the writing tip to selectively deploy the tip in a first position wherein it longitudinally extends from the tubular body to render the instrument capable of writing and for alternatively retracting the writing tip into a position within the tubular body;

a pocket clip affixed to the proximal end region of the tubular body and configured to securing the instrument to a person's pocket flap when the instrument is inserted into the pocket;

a visible design element assembly mounted for rotation on the pocket clip;

and

a rod having proximal and distal ends, the rod being coupled at its proximal end to the writing tip for longitudinal movement therewith, and being coupled at its distal end to the design element to induce rotation therein in response to said longitudinal movement.

2. The writing instrument of Claim 1 wherein pocket clip has a channel generally hidden from view by the structure of the clip in its affixed orientation, and said rod extend through said channel so as to remain substantially hidden from view.

3. The writing instrument of Claim 2 wherein the rod extends generally radially outward through the tubular body, and

the tubular body includes a generally longitudinally-extending slot behind the clip sized to accommodate the longitudinal movement of the rod.

4. The writing instrument of Claim 3 wherein the clip has an outer surface that is substantially visible when the clip is affixed to the pen, an inner surface that is substantially not visible when the clip is affixed top the pen, and a through-hole formed about a generally-radially extending central axis and in communication with the outer and inner surfaces, and

the design element assembly includes an outward-facing design element positioned on the outer surface of the clip and a shaft coupled to the design element and passing through the hole in the clip, and

the writing instrument includes means for coupling the distal end of the rod to the shaft.

5. The writing instrument of Claim 4 wherein the coupling means includes a generally disk-shaped member coupled to the shaft for rotation therewith, and

means for coupling the distal end of the rod to the generally disk-shaped member at a location that imparts a rotational torque to the disk about the radially-extending axis when the cartridge moves longitudinally.